

# MATT CAMERON

- 407.545.8028
- matt@mattcameron.com
- www.mattcameron.com

## EXPERIENCE

**Creative Director**  
LIMU | 2012 – 2017

Beginning at LIMU as Senior Graphic Designer, I was quickly promoted through the in-house Marketing Department to Creative Director. I helped shape the LIMU visual identity and showcased the vibrancy of this 14-year direct-marketing opportunity. I've redefined the creative focus and reined in off-brand elements to create industry-wide brand recognition. As Creative Director, I've helped to locate and maintain the strong talent that resides at LIMU as well as to evolve the brand further. From product launches to live event production, LIMU has been a natural outlet for my diverse creative skill set.

**Idea Shaper**  
Czarnowski Exhibit Services | 2010 – 2012

Working in a collaborative team environment, I've developed specialty creative for auto show exhibits for Audi, BMW, MINI, Lotus, Porsche and Rolls-Royce. From large-format, printed-fabric graphics to detailed iPad applications, my creative input in our upscale, dynamic environments ensured a brand-aware, customer-focused experience.

**Broadcast Graphic Designer**  
Lightship Entertainment | 2003 – 2010

In the 7 years of working with Lightship Entertainment, I was afforded the opportunity to work in a fast-paced, team-driven environment in the entertainment industry. I have art-directed many on-air HD broadcast packages, the most prominent being the Disney Parks Christmas Day Parade.

Select clients include: Travel Channel, MTV, Walt Disney Parks and Resorts, Discovery Channel, ABC, Buena Vista Television, and Home Shopping Network.

## SELECT WORK

### DIGITAL

- LIMU LIVE! Events & International Convention**  
Show content, overall creative & event production
- Impulse Group Orlando**  
Targeted marketing - Social and traditional
- ABC Disney Parks Christmas Day Parade**  
Show branding of broadcast HD & print graphics

### PRINT

- LIMU International Convention**  
Large format display creative & installations
- Audi + MINI at the New York Auto Show**  
Specialty large-print fabric graphics creation for exhibits
- M&M's World Times Square + Orlando Store Signage**  
Large-format display creative and retail signage

### VOLUNTEER

- Impulse Group Orlando, Marketing Director**  
Social advocacy group geared towards gay males 18 – 35  
2014 – Present
- Hope & Help Center: Headdress Ball**  
Annual fundraiser with specialty performance video elements  
2007 – Present

## SKILLS

### WITH PIXELS

- Adobe Creative Cloud
- Keynote/PowerPoint
- Facebook branding & advertising
- Working knowledge of HTML5 / CSS3
- Integrated, cross-channel campaigns
- Targeted, profile-based social marketing

### WITH PEOPLE

- Thoughtful creative leadership
- In-house talent acquisition & retention
- Strategic brand direction
- Individual guidance & mentorship
- Creative risk-taker
- Collaborative team player

## EDUCATION

Associate's Degree | Digital Media  
Full Sail University | 2003